

## SYSTEM AND METHOD FOR INTERACTIVE TELEVISION

### ABSTRACT OF THE DISCLOSURE

A system and method for interactive television (ITV) includes presenting both TV channels and "virtual channels" on an ITV. A virtual channel can be a Web page stored in memory of the ITV (or remote therefrom) and accessed by a microprocessor in the ITV when a user selects the virtual channel number using a conventional TV remote control. The particular Web page can be established based on consumer data, such as demographic data supplied by the consumer or consumer responses to prompts displayed along with a channel. The Web page associated with the virtual channel can be updated or changed by sending data to the ITV through the VBI of a TV signal or via the Internet, through a modem on the ITV.